

MISS FREEMAN LEAVES LIST OF NEWEST BOOKS

Miss Martha White Freeman, librarian of Goodwyn Institute library, who leaves Saturday night for an Eastern vacation trip, has prepared an interesting reading list of some books recently added to the library. Most may be found upon the "new book shelf" near the door of the reading room, and may be looked over at the library or taken home for more careful reading.

During Miss Freeman's absence Goodwyn Institute library will be in charge of Miss Jessica Cone, assistant librarian and Miss Elizabeth Neely, second assistant.

Library hours for the summer months are from 9 a.m. to 6 p.m. The airy reading rooms on the seventh floor of Goodwyn Institute offer a delightful opportunity for a cool morning or afternoon of study or reading, and the privileges are absolutely free to all.

The list of new books follows:

Travel history and biography: "What to See in America," by Clifton Johnson; "Automobile Blue Book, 1932," in Southeastern States; "Travels in Philadelphia," by Christopher Morley; "White Shadows in the South Seas," by Frederick O'Brien; "Noa Noa," by Paul Gauguin; "American Guidebook," to France and its Battle Fields, by Carey and others; "Vagabonding Through Changing Germany," by Harry A. Frank; "The War the World and Will," by George Creel; "New Map of Asia," by Herbert Adam Gibbons; "Grims and Their History," by R. G. Usher; "Women Who Came in the Mayflower," by A. R. Marble; "An American Idyll," by Cornelia S. Parker; "Sonia Kovalevsky," an autobiography; "The Story of the World," by W. H. Rouse; "Woodrow Wilson and His Work," by William E. Dodd; "Talks with T. E.," from the diaries of John J. Leary, Jr.

Poetry and plays: "A Lute of Jade," by Witter Bynner; "In April Once," by William Alexander Percy; "Enslaved, and Other Poems," by John Masferrer; "Poems by a Little Girl," by Hilda Conkling; "A Family Album and Other Poems," by Albert Brody; "Chamber Music," by James Joyce; "The Haunted Hour," edited by Margaret Wilder; "Hail, Man!" by Siegfried Sassoon; "Plays, Pantomimes and Tableaux," by A. Smith; "Plays," by Susan Campbell; "Poem-nimies," by Alfred Kreymer; "Plays of the 47 Workshop," by Sigmund Freud; "General Psychology," by W. S. Hunter; "Psychology and the Day's Work," by J. J. Swift; "Creative Mind and Success," by Ernest S. Holmes; "Self-Training," by H. Ernest Hunt; "A General Introduction to Psychoanalysis," by Sigmund Freud; "Technique of Psycho-Analysis," by L. B. Jelliffe; "Best Psycho Stories," by J. L. French.

Piction: "The Power of a Lie," by Jean Beger; "The Voyage Out," by Virginia Woolf; "Best Short Stories of 1931," edited by O'Brien; "Open the Door," by Carzwell; "Married Life," by May Edginton; "Mare Nostrum," by Blasco Ibanez; "You," by Irving R. Allen; "Book of Courage," by J. T. Paris; "Ivory Apes and Peacocks," by James Hume; "Primitive Society," by R. H. Lowie; "Rising Tide of Color," by Lothrop Stoddard; "Where and How to Sell Manuscripts," by W. B. McCurtis; "If You Don't Write Fiction," by Charles Phelps Colburn; "Mechanics of Writing," by Edwin C. Woolley; "Dance of Siva," by Ananda Coomaraswamy; "Something Else Again," by Franklin P. Adams; "Unified Accounting Methods for Industries," by Clinton E. Woods; "The Casual Laborer and Other Essays," by Carleton H. Parker; "City Planning," by Pray & Kimball; "A Golden Age of Authors," by W. W. Ellsworth; "Every Step in Canning," by G. V. Gray; "Motor boats and other Motors," by Fage & Leitch; "Ice Breakers," by Edna Geister; "Carrying Out the City Plan," by Floyd Shurtleff.

CITIZENS' LEAGUE WILL OPERATE SPECIAL TRAIN

MARKED TREE, Ark., July 31. (Sp.)—The Citizens' league is to operate a special train from Lepanto, Arizona, to Marked Tree and Truman to Harrisburg, county seat of Polk county, on Aug. 3.

The county Democratic central committee will appoint the judges and clerks that will hold the primary election Aug. 16, on that day.

Polk county is enjoying the hottest political campaign ever witnessed between the Citizens' league and old-line Democrats.

COUNTIES AROUSED.

Dr. A. A. Kincannon, who returned Friday from a trip to the teachers' institutes at Henry and Olin counties, says that these counties are engaged in improving their school systems, and are very interested in any innovations which are suggested. He spoke before them, and will speak before the institutes in Weakley, Benton, Hardin, Henderson, Crockett, Gibson and Lake counties during August.

CAYLOR RECOVERING.

W. G. Caylor, railroad man, Saturday was recovering from a severe shaking up and minor injuries received Friday night when run down by a Ford car at Seiler avenue and Hernando road. He was taken to St. Joseph's hospital after the accident. Waiting for a street car, Caylor saw the automobile coming and stepped back, but was too slow. Police say the car was owned by the Home Baking works.

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The Velvet Touch

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Money back without question if CUTICURA fails to relieve the treatment of ITCH, ECZEMA, RINGWORM, TETTER or other itching skin diseases. Price 50c at drug stores, or direct from L. S. Richards Medicine Co., St. Louis, Mo.

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SUB-MU-LOC MEETS.

A special meeting of the Sub-Mu-Loc club will be held Sunday morning at 11:30 o'clock, at which time matters of importance will be discussed. Members who fail to attend will be subject to fine. The entertainment committee has an attractive proposal to submit.

WAITER IN COURT.

Fred Berger, waiter, was to appear in

DANCE

Under the Starry
Canopy

and the
Glorious Moon

Oh, That Mountain
Breeze

ALASKAN

ROOF GARDEN

Burks' Wonderful

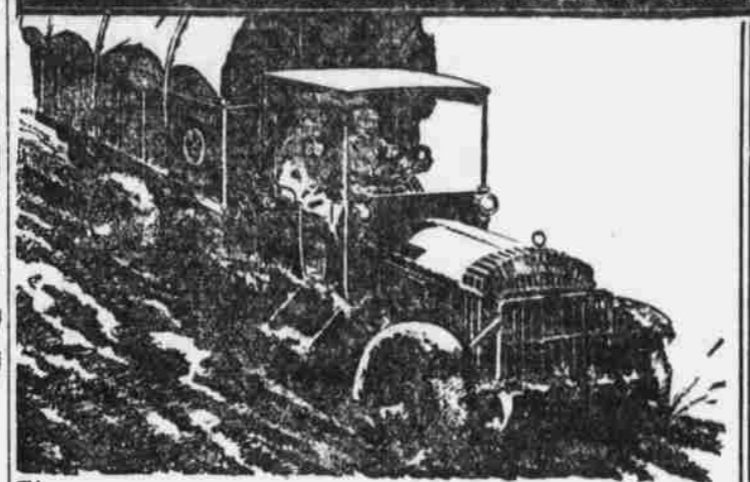
Jazz Orchestra

Mae Reilly

Hawaiian Entertainers

A Few Hours on the Roof
Is Like a Vacation.

How to Choose a Motor Truck



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INDIANA Trucks built 5, 6, 7, 8, 9, and 10 years ago, have hundred-thousand mile service records and better—and are still doing the same hard work today.

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AT UNION AND SOMERVILLE

(336)

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By systematic saving we mean the habit of saving regularly!

Set aside a specified amount each "pay day" and see that it finds its way to the bank.

You will be surprised at the celerity with which your bank account will grow—if you keep adding to it as the weeks go by.

Open a Savings Account with this bank and stick to it—you'll find it your best friend at some future time.

3%

On Savings

The First National Bank

Oldest Bank in Memphis
United States Depository
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IT IS EASY to judge the size and quality of a visible commodity. There are certain recognized standards that have been universally accepted to which purchased articles may be compared.

With invisible commodities, such as a publication's circulation, the matter is not so simple. It was only recently that a definite measurement has been obtained.

The A. B. C. now furnishes a recognized standard by which circulation may be measured. A publication's distribution can now be as accurately gauged as any other purchased commodity.

THE NEWS SCIMITAR'S circulation is measured by the A. B. C. In buying advertising space in its columns, you receive dollar-for-dollar value.

Real Circulation Brings—Real Results
That's Why Most Memphis Advertisers Prefer

The News Scimitar

ESSEX MOTOR CARS

See How Essex Proved Economy

A Nation-Wide Demonstration
No Motorist Can Overlook

Connecticut—With 12 cars over Mohawk Trail and Hoosick Mountains and 12 over a coast route—many owners driven—214 miles average distance per car, 18.7 miles per gallon were shown. One car with 38,000 miles service averaged 21.2 miles per gallon.

Nebraska—A Hastings, Neb., woman drove her Essex from Lincoln to Hastings, 109 miles, averaging 24 miles per gallon.

California—Four women drove from Los Angeles to San Francisco and return averaging 23.3 miles per gallon. A San Francisco Essex made the round trip, 846 miles, in 35 hours with 23 miles per gallon. Hood and radiator sealed.

San Antonio, Tex.—In a 166 mile run to Austin and return, Essex averaged 25.5 miles per gallon.

Sacramento, Calif.—Defeated 19 entries and took Tallac Cup for highest gasoline, oil and water mileage in Sacramento Dealers' reliability run.

Baltimore, Md.—Essex sedan, on original tires with 15,000 miles service, traveled 221 miles over Maryland hills, averaging 23 miles per gallon.

Florida—On a measured gallon an Essex covered 33 miles and without change or adjustment of any kind showed speed of 68 miles per hour.

49 Cars Average 18.9 Miles Per Gallon—Records cover every kind of test at a speed of from 5 to 72 miles per hour.

Los Angeles, Calif.—To San Francisco over 224 mile route of steep grades and frequently far from water supplies, Essex which had previously gone 25,000 miles and under U. S. Marine observation, made trip sealed in high gear with sealed hood and sealed radiator. Average 22.8 miles per gallon gasoline.

Also Broke World's Dirt Track Record—1,261 Miles

Made at Dallas, Texas, by a Car That Had Already Gone 12,000 Miles

From the mere standpoint of gasoline mileage, Essex in its nation-wide tests showed a performance worthy of cars which possess that advantage as their principal quality.

Records were kept on 49 cars. They averaged 18.9 miles to the gallon.

But bear in mind this was not done by taking advantage of every device possible to increase gasoline mileage. Under conditions of that sort, Essex showed as high as 37 miles to the gallon. However, men don't drive that way. How obviously unfair it would be, therefore, to offer such carefully economized fuel mileage tests as typical of all Essex cars.

In the Essex tests, conditions and performances adverse to gasoline economy obtained.

These cars were being driven at speeds from 5 to 72 miles per hour. They were reeling off thousands of miles over all sorts of roads in inter-city runs that set new time marks. They were making new hill-climb, acceleration and endurance records.

Many were owner cars—owner driven. Women piloted some.

Some of the Essex cars used had already traveled upward of 30,000 to 35,000 miles.

So you must not view Essex economy merely by its gasoline consumption. You must also consider its endurance and reliability.

If there were nothing more striking about the Essex than its gasoline mileage, it would be a worthy subject of our advertising. But important and impressive as that fact is, does not its other qualities take first rank in your consideration?

Memphis Motor Car Co.

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